APPENDIX (allowed claim, underline added)

35. A computer implemented process optimization method, comprising:

transforming a plurality of organization related transaction and text data into an integrated database and a computational model of organization financial performance that relies on a plurality of transformed data inputs and identifies a contribution to an organization market value and an organization risk for each of one or more elements of value, external factors and risks for each of one or more segments of enterprise value by learning from the data,

obtaining a process specification that identifies one or more expected process outputs and a plurality of process feature data,

optionally identifying an impact of each process feature on the expected process outputs;

mapping the expected process outputs to the computational model of organization financial performance;

creating a financial simulation model for the organization using said mappings, model and process data;

determining an optimal mix of process features using the output from said simulation model in an optimization analysis, and

displaying the optimal mix using a paper document or an electronic display

where the computational model of financial performance optionally produces one or more reports detailing organization market value and risk by element of value, external factor and risk for each of one or more segments of enterprise value in a matrix of risk or a matrix of value format.